

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Attorney Docket No.: 14542US02**

**PATENT**

In the Application of:

Jeyhan Karaoguz, et al.

Serial No.: 10/675,084

Filed: September 30, 2003

For: MANAGEMENT OF MULTIMEDIA  
DISPLAY CONTENT IN A MEDIA  
EXCHANGE NETWORK

Examiner: Wang, Liangche

Group Art Unit: 2155

Confirmation No.: 5105

**Electronically Filed On September 20, 2007**

**AMENDMENT UNDER 37 C.F.R. § 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office Action mailed August 29, 2007 in the above-identified application. The Applicants respectfully request reconsideration of the claim rejections in view of the following remarks.